



SARAH SEWARD-LANGDON

CREATIVE MARKETING SPECIALIST

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OVERVIEW

With over 18 years of experience and a degree in International Business, I specialize in graphic design and content creation within diverse marketing and design roles.

I excel in building strong client relationships and seamlessly integrating into diverse team dynamics, whether abroad, remotely, or cross-functional.

My commitment to continuous learning and development positions me as an invaluable asset to any team, with expertise spanning various aspects of marketing.

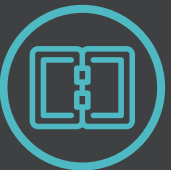
EXPERTISE



**Digital
Content Creation**



**Social Media
Management**



Print Design



Customer Service



**Multi-Functional
Roles**



**Cross-Cultural
Communication**

WORK EXPERIENCE

CONTENT & DIGITAL MARKETING SPECIALIST

Pilot (Vancouver) / Dec. 2022 - Present

- Consistently delivered exceptional marketing content to 10+ clients weekly while staying under budget.
- Produced high-quality copy for various platforms, crafted SEO-driven content calendars, and supported with design tasks as needed.

MARKETING SPECIALIST (SEO & PUBLISHING FOCUS)

Pilot (Vancouver) / Feb. 2023 - Oct. 2023

- Published 500 blogs in 4 months, overseeing budget and a robust content system with 50+ freelancers
- After analyzing, optimized priority and high-impact blogs using on-page, off-page, and technical SEO
- Built a social media creation and management system, increasing KPIs like followers, engagement, and website visits

RETAIL MARKETING & CONTENT LEAD

Red Dog Blue Kat (Port Coquitlam) / Apr. 2021 - Apr. 2023

- Led content strategy and development for retail marketing and direct-to-consumer promotions, including designing digital, print, and video materials for email, website, print, and social media
- Produced vital selling tools to aid the sales team, increasing initial order values and retail customer retention rates
- Grew Instagram followers by +22% and increased web traffic by +25.5%

SOCIAL MEDIA CONTENT CREATOR (PAID & ORGANIC)

Vancouver Humane Society (Vancouver) / Aug. 2021 - Nov. 2021

- Strategized and designed paid and organic social media content to launch PlantUniversity, gaining over 460,000 in reach and 18,000 link clicks within the first month and a half

MARKETING COORDINATOR

Kafka's Organic (Vancouver) / Oct. 2020 - Apr. 2021

- Led marketing strategy and executed it through graphic design, social media, print, blog copywriting, and emails blasts
- Positively impacted key business goals: sales (+56%) and returning customers (from 26% to 40%)
- Grew website sessions from 1,500 to 3,500 (monthly)

INTERIM GENERAL MANAGER

JUSU Life Inc., JUSU Body Inc. (Vancouver) / Jan. 2020 - Oct. 2020

- Adapted to an unfamiliar role, learning new business functions and successfully running all business operations
- Balanced multiple responsibilities, including production, sourcing, shipping, customer service, social media, and website management

KEY COMPETENCIES

PROFESSIONAL

- Social Media Marketing
- Graphic Design
- Project Management
- Event Planning
- Video Production
- Email Marketing
- Intermediate SEO
- Copywriting
- Photography
- B2C & B2B Sales

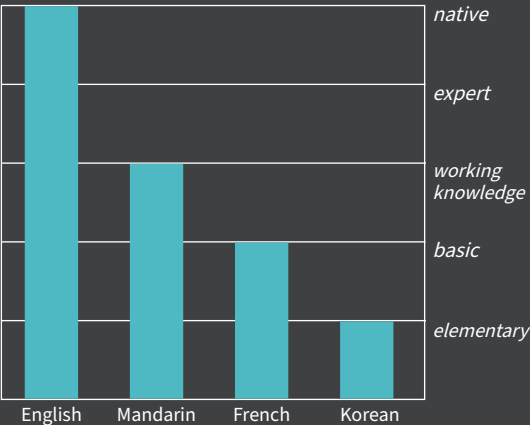
SOFT SKILLS

- Leadership
- Teamwork
- Creative Thinking
- Working Remotely
- Entrepreneurship

TECH & TOOLS

- Adobe Creative Suite for Video & Design
- Figma for Wireframing & Design
- HTML5 & CSS3 for Website Management
- CMS & E-Commerce Platforms (ex. Shopify, Wordpress, Wix, Webflow)
- Klaviyo & Mailchimp for Email Marketing
- Later for Social Media Management
- Hubspot for CRM & Email Marketing
- Google Analytics & Search Console for SEO
- Ahrefs & SEMRush for SEO
- Asana & Clickup for Project Management
- Facebook Ads Manager for Social Ads

LANGUAGES



Last Updated: May 2025

ENTREPRENEURIAL EXPERIENCE

CO-FOUNDER & PROJECT MANAGER

Savage Unicorns (Vancouver & Ottawa) | 2022 - Present
Pursued a passion project, collaborating on dance videos and events. Leveraged dance, social media, and content skills to manage all aspects, from marketing to logistics, sales, and day-of operations.

GRAPHIC DESIGNER & PHOTOGRAPHER

Freelancer (Ottawa, Toronto, Vancouver) | 2007 - Present
Consistently provided top notch customer service and delivered high-quality products, like campaign materials resulting in a 100% win rate for seven political candidates. Notable clients include Jusu Bar, Smart Earth Camelina, Greater Van. Food Truck Festival, and Ballistic Arts.

FOUNDER & EVENTS ORGANIZER

Inspirin8studio (Ottawa) | March 2017 - March 2020
Combined my passion for dance, marketing expertise, and strong management skills to successfully coordinate dance events with 75+ attendees. This involved exceptional communication and organization in handling venue coordination, choreographer scheduling, and comprehensive marketing management.

FOUNDER & TEAM LEADER

Salja Dance (Ottawa) | Dec. 2013 - Jul. 2018
Oversaw team of 20 - 30 dancers and refined my project management skills by organizing over 20 video and dance projects. Achieved substantial social media growth, amassing 1,500+ Facebook, 18,000+ YouTube, and 700+ Instagram followers.

EDUCATION

BACHELOR OF INTERNATIONAL BUSINESS

Carleton University, Ottawa (Ontario) | 2013 - 2017
Honours, International Marketing and Trade, Minor in Mandarin
• International Exchange in Suzhou, China at Xi'an Jiaotong-Liverpool University (2015 - 2016) with scholarship

INTERESTS

